How Navigate Commerce helped Bedrukken.nl with 17% ecommerce growth

Hyvä transforms eCommerce for merchants prioritizing speed and performance. It delivers consistent, seamless experiences for shoppers, improving SEO and conversions. **Bedrukken**, a 35-year-old professional gifting and printing agency in the Netherlands, saw remarkable growth after integrating Hyvä with their Magento store. This article highlights how the Magento + Hyvä solution helped Bedrukken scale efficiently, allowing the owner to focus on business expansion without technical concerns. Hyvä's lightweight structure ensures rapid site performance, boosting customer satisfaction and driving business growth.

About Gifting and Printing eCommerce website

Website:www.bedrukken.nl

Country: Located in Netherlands with delivering products across the globe

Industry Serving: Professional Gifting and Printing agency in Netherlands with over a 35 years of experience. A 100% energy-neutral printing company, with their aim for the fast, customized printing and gifting solutions for professionals. Their business transparency and strong logistic footprints they value cost and speed by providing everything under one roof from products to printing to on door delivery!

Hyva Project Scope

- Multi-sites setup
- Developed a custom product configurator module
- Integration with the Kiyoh review system and performing some customization
- Integrated Firebear Import/Export module and extended it to fulfill the custom requirements
- Manually converted the Swissup layered navigation module to make it Hyva compatible
- Customized the cart page and developed a custom Request A Quote module

About Bedrukken: A leading professional gifting and printing solution provider

Being a professional gifting and printing agency, Bedrukken has over 35 years of industry serving experience assuring everything under one roof for their clients. Speed, cost and quality is what they always aim for while providing professional gifting items with personalization. From procurement to final door deliveries, they have learned and gained the experience of being specialist in their field.

What makes Bedrukken stay ahead of the competitors?

Their transparency on pricing, specialising the products they are serving and their team from supply chain to designers to leaders. The company has gained the tractions with speed, transparency, quality and competitive costs. Calling them full-service suppliers across the world is what make them ahead where you can get everything in sync.

Challenges overcome with Hyva + Magento 2

Despite their success, Bedrukken faced significant challenges with their online store.

The user experience (UX) on their Magento website was outdated and slow, leading to high bounce rates and lower conversions. As a company reliant on custom orders, an inefficient digital storefront risked turning away customers.

Navigate Commerce's approach to Hyva solution

Bedrukken approached Navigate Commerce, a Hyva Gold Partner Agency to rescue their Magento website and help them successfully implement Hyva theme with their Magento website and lead the custom Hyva development. They have a custom product configurator that helps shoppers to customize their printing solution. On top of that, there are couple of Magento extensions that are not hyva-compatible. Being a Magento agency, Navigate Commerce led the development and help them achieve the optimized eCommerce website with better speed, and performance

Why Hyva?

Hyva is significantly making its way to become a "go-to" Magento frontend solutions for all. The reason to choose Hyva theme for Magento 2 webshops are:

- **Blazing fast performance**
- **SEO and conversions boost**
- **Simplified development process**

Hyva theme implementation approach

At Navigate Commerce, we believe in standard development approach with optimization and best practises. It helps the developers with proper and clean code to make any website fully functional and highly responsive!

- Planning: We started by understanding Bedrukken's business needs, assessing their existing Magento site, and planning how the Hyvä theme could improve speed and user experience.
- Hyvä Installation: The Hyvä theme was installed to replace their old setup, improving performance without sacrificing their brand's look and feel.
- Customization & Launch: We customized features, optimized performance, and conducted thorough testing before launching the updated store, ensuring it was faster and more user-friendly.

Results are worth investing on Hyva

- SEO Improvements: Website's visibility, SEO, CWV, speed has increased noticeably!

- Commercial growth: Definitely, it leads to fruitful results for our clients and helped them gain 17% overall growth of their online store.
- Scalable development roadmap: We are continuing the ongoing support and development for further operational enhancement for the client.
- Page Speed:
    - Desktop: 90+ Avg. Score (Homepage, PDP, PLP)
    - Mobile: 90+ Avg. Score (Homepgae, PDP, PLP)
- Core Web Vitals for both the devices: Passed!

What our client has to say

Navigate Commerce helped our existing developer team implement the Hyva theme on our website. Communication is good, they respond in a timely matter and ask questions when something is not entirely clear.

The work on the Hyva theme went well and we decided to also seek the help of Navigate Commerce for future development of our site. After the Hyva update our site felt more responsive than before, which will make a difference in our highly competitive market.

See what our Hyva Expert has to say

Our developers have been incredibly enthusiastic about working with the Hyvä theme for Magento 2. They appreciate its focus on performance and user experience, which allows them to create faster, more responsive websites. One developer remarked, "Hyvä has transformed our approach to building Magento sites. The lightweight framework not only speeds up load times but also simplifies the development process."

Want to scale more with Hyva?

Navigate Commerce is an official Hyva Gold Partner agency and been working on multiple hyva solutions and rescue projects. We have adapted the Hyva theme for long and gained the experience to help every Magento, Adobe Commerce, B2B eCommerce websites with Hyva theme and Hyva checkout. Let us know.